

## RLA Conference & Expo Exhibitor Planning Checklist

Here are key items that will allow your team to work with the Reverse Logistics Association to plan a highly successful event:

- Booth Location** – Reserve your space early to pick the ideal spot for your company to exhibit.
- Company Logo** – Submit your company logo in both a high resolution file (.eps, .pdf) and in a web-quality file to be included in the event program and on the RLA Shows website.
- Events Calendar** – Post the RLA Conference & Expo on your company's events page so that clients and prospects know when and where they can meet with you again.

**Speaker Opportunities** – As an exhibitor, you receive one speaker and one panelist opportunity during the conference sessions, based upon availability.

- Speaker** – Register your speaker on the [Speaker Registration Page](#). We highly encourage you to give a co-presentation with an OEM or Retailer client because it will increase the effectiveness and the audience at your presentation and there are quite a few benefits available for them as well. We can help with any questions you have with arranging that.
- Panelist** – Review the Panel Discussion topics for the Conference and register your panelist on the [Speaker Registration Page](#). You can also suggest other relevant discussion topics for the conference.
- Photo and Bio** – Submit a photo and biography for each of your speakers and these will be posted online and in the event program.

**Lead Generator Program** – The Lead Generator Program is a key to success at the conference. You are able to provide discounted admission passes to clients, prospects and partners and this allows you to schedule meetings prior to the event.

- Submit VIPs** – Send your VIP client and prospect list and RLA will send VIP invitations on your behalf. RLA will also send your VIPs a complimentary copy of Reverse Logistics Magazine with your personalized VIP code. Submit your VIPs on the VIP Template on the [Exhibitor Information Page](#).
- Monitor VIP Registrations** – When VIPs register for the conference using your personalized VIP code, you will receive an automatic email notification and this is an excellent opportunity to contact them.
- Schedule VIP Meetings** – Confirm meetings with your prospects at the show to maximize your attendance.
- Manage Staff Attendance** – RLA can create personalized VIP codes for your sales team. By monitoring the VIP registrations, you can better know which sales staff should attend the event.

### Event Planning

- Staff Registrations** – As an exhibitor you receive 2 passes (per 100 sq ft) for your internal staff to attend the Conference. Internal staff can register at no charge if done at least 30 days prior to the event.
- Shipping** – Plan for enough time to ship your booth and all necessary materials. Shipping and drayage details are available in the Exhibitor Guide posted on the [Exhibitor Information Page](#). Send the tracking information to [sales@rltinc.com](mailto:sales@rltinc.com) so that RLA can help ensure timely arrival.

- Collateral** – Have you planned to bring the appropriate marketing collateral to the event?
- Media Kit** – Have you planned to bring updated media kits to the conference?
- Electricity** – Do you need to power laptops, lights or other electronics at your booth? Electricity for your booth can be purchased on the [Exhibitor Information Page](#).
- Furniture Rental** – Assess your furniture needs for the expo. Furniture can be rented on the [Exhibitor Information Page](#).

### **Travel Planning**

- Hotel Accommodations** – [Reserve](#) hotel rooms early to take advantage of the room block rate.
- Transportation** – Have you made appropriate airline, train or driving arrangements for those staff that will be traveling to the event?

### **Opportunities for Greater Success**

- Sponsorships** – Choose from a variety of sponsorships at RLA events to increase your visibility among prospects. [Sponsorship opportunities](#) are still available.
- Speaker Nominations** – Which prospects do you want to see at the conference? Nominate OEMs and Retailers to speak at the Conference. This is a great way to have further interaction with prospects during the event and to learn about relevant RL issues. RLA will work on your behalf to nominate these key prospects and this drives greater value for your company.
- Meeting Space** – As an additional exhibitor benefit, you can request meeting space for staff sales meetings or Quarterly Business Reviews before or after the conference at no cost. This space is based upon availability so let RLA know with advanced notice.
- Speaker Gifts** – Conference speakers receive gift bags for their participation during the conference and as an exhibitor, you can provide gifts from your company (pens, flash drives, etc.) and RLA will include those in the bags given especially to the speakers. This gives you additional contact with the OEMs and Retailers participating in the conference sessions.
- Exhibitor Renewal** – Plan now to take advantage of on-site exhibitor renewal to select your booth location for next year's conference. When you submit at least 400 VIPs for the Lead Generator Program, your company will receive discounts towards the next year's conference. Also, when you renew during the conference you will receive a 1/6-page advertisement in Reverse Logistics Magazine as an added bonus.

Exhibitor details are available in the Exhibitor Guide on the [Exhibitor Information Page](#) and you can also contact RLA directly at [sales@rla.org](mailto:sales@rla.org).